

**South Park Stakeholders Group – DISI Committee Meeting
Wed, September 10, 2014, 8:30 AM
1333 S. Hope St, Los Angeles, CA 90015**

Committee Members: Terri Toennies, Robin Bieker

Staff: Amanda Irvine, Tami Kovacs, Jessica Lall, Jessica Mandelbaum

Guests: Fernando Villa, Michael Hartounian, Melisa Cavasas (AEG), Terri R, Peter C, Michelle H, Jackie Jabouiran, Eric Palmer with Marriott, Gee Padilla, Dawn Davis, Brandy Thigpen, Apurva Pande

MINUTES:

Meeting called to order at am.

| <i>Item</i> | <i>Discussion</i> | <i>Action taken?</i> |
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| Public Comment/Introductions | No Public Comment. Introductions around the room. | No action taken |
| Review and Discussion: South Park Branding Campaign | <p>DT News and LA Weekly ads purchased. The big question is who is the target audience – by hiring Jess M and with the new focus of attracting new business and retail, we wanted that to be the focus. The design in front of you ran ¼ pg in the DT news, and it will be a full page in the DT Guide. Really trying to focus on driving people to the vacancy page on the website and mobile app. We get a lot of calls asking what is available across the board. This ad is the core of the print ads. We'll have a series of 12 in the DT News, to showcase the neighborhood and special events. Melisa – Social media on the ads? YES, we'll be using that more in different targeted ads.</p> <p>We're starting to have a soft launch with this now, with a hard launch in October. New design for all social media and newsletter. Also working on a video, also with the focus on business attraction and retail, which will showcase some new businesses and our art program. Linda, Keith, and Carmen will have spots on it, why they came to South Park, 3-5 minute video. Ideas, let us know. Terri – Possibly use it at the LACC, and LACC is launching a new website. Melisa – ads at the Regal Cinemas before previews, with social media.</p> | |

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| | <p>Michael – A lot of landlords have been trying to bring businesses from Venice, etc. Mandel – That’s what I’m doing, been going out to neighborhoods in and around LA. I’ll share the presentation I made for the Board.</p> <p>Eric – from hotel perspective, very powerful, because we’re selling the area, not just the building. Need to show that there is a whole community here to come see.</p> <p>Terri R – You might want to try to screen it at the restaurants you’re including – they should show it too.</p> <p>Jess L – core is to educate to people who are already here, then those who come visit, then those who aren’t here yet. We’re hitting October hard with external outreach.</p> <p>Melisa – How much is it the security safe walk advertised within the neighborhoods? Would be good to have in the lobby and in the package you get when you first move in. Should have something visual.</p> <p>Magnets – have all social media</p> <p>WE’ll make sure everyone here has all of our marketing materials and can use the video anywhere.</p> <p>Further street banners are coming. There are many steps and it’s convoluted. WE have permission to use the LA Kings in our banners, which is really exciting. Applying in the first round for banner on a couple of streets. Looking at Grand and Flower for round 1, to have these up for at least the end of the year. Avant banners up through November. These should be up in 4-6 weeks, plus more coming up.</p> <p>Michelle – Plans to link with the music/entertainment centers up north? Jessica – in terms of branding, we haven’t looked into that for sponsoring, but in terms of coordinating what is going on and bringing events</p> | |
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| | <p>down here, we are working on that.</p> <p>Michael – At some point, if there is a special exhibit or event here, maybe we can advertise elsewhere for things here. Jessica – we would need to raise separate dollars if we spend money outside of the district, and be careful about how we spend outside. Amanda – we can't pay for banners for a for-profit entity, but maybe we can partner and get our name on banners for these other groups.</p> <p>Apurva – highlighting the school, this is a particularly family friendly area. Jessica – lets talk about that after, for the video and the banners.</p> <p>Packard Lofts are potentially donating their billboard space on Olympic and Hope, which stretches the corner. We would have to pay for the printing and installation, just need to get timing approval, Board already approved. If we can get them up there for 2-3 months, it s a great opportunity. Unlikely to get tagged. Hopefully this can be something we can have up more than once. If anyone knows other places where we can advertise like this, let us know.</p> <p>Eric – there is a cost to develop the animation for the screen outside of our hotel, but maybe we can work something out. Getting someone to help us with the animation for a simple ad.</p> <p>Peter – A lot going on with the mural and change in law allowing murals. Partnering with businesses that are working with street artists. Jessica – mural ordinance prohibitis advertising. Peter – But if it was just South Park branding, it could be very low cost maybe even free. Jessica – Its hard, like Sauli's mural is being whitewashed. Amanda – lets look at how the Skid Row sign mural is dealt with.</p> <p>Window sitckers are coming soon as well, with the new branding campaign tagline.</p> | |
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| | <p>This is what the first phase of implementation of this.</p> <p>Michael – fi you need help, or free legal advice, just let me know and I’ll offer my free services.</p> | |
| <p>Review of KCRW Partnership recommended \$5,000 expense</p> | <p>The type of person who listens to their news and music really reflects the environment and people in South Park, especially in their diversity and focus on “the curious”. Interested in doing an education campaign in 20 radio spots for the rest of the year.</p> <p>Gee – 500,000 listeners strong across SoCal.. Attract an educated, young, affluent people. 25-34 is our main audicne. WE target opion leaders and taste makers, so it’s a great platform to generate attract people to the area. Now finally seems like the right time to start showcasing the district. Hoping to develop a year-long partnership some trade agreements for next year as well. AN educational station, also a non-profit, supporting the community, mutually beneficial. Have a lot of Kings fans, people who visit museums, attend concerts, go to upscale restaurants. Rate is \$250 for 30 sec, plus a couple of freebies. We can put them on across multiple spots and get 23 spots. About 70 words, focusing on key elements and awareness. Working on building business connections in DTLA. We produce it ourselves with professional voiceovers. At any one time theres about 98,000 people listening. Awareness/location statement, and a vision for the neighborhood.</p> <p>Jessica - Start off with something small and doable, and see how it goes and if we’d like to do more next year. Lots of high level event benefits by grouping with KCRW and connecting our brands. We can circulate what we’re thinking as far as the wording.</p> <p>Fernando – Would these be seen as an expenditure outside the BID? This wouldn’t cause problems right? Jessica – we’re going to use the money we’ve earned outside of assessments on this so its not an issue.</p> <p>Peter – What did you do with Chinatown? Gee - WE usually partner with them on a new group of events. Have an issue there with the culture of the established</p> | <p>Terri T motions to Recommend to approve \$5,000 to the Board for KCRW, Robin seconds, all in favor, none opposed. Gee abstains.</p> |

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| | <p>old community plus new things like Starbucks and Walmart coming it. Opportunities to create some unique new events in South Park like we have in Chinatown. Looking to maybe even establish a community sponsorship as opposed to a media sponsor. Peter – how do we keep track of what we’re doing and how its impacting our traffic.</p> <p>Apurva – wouldn’t it make sense to dovetail the art campaign with this contract/use of these spots. Jessica – yes, that’s a great idea, and we’d like to really kick that off next year.</p> <p>Dawn – voice actor and SP resident, would be great to be incorporated.</p> | |
| <p>Updates:</p> <p>a. Public Art Campaign</p> <p>b. Green Carpet Event</p> <p>c. Gumball 3000</p> | <p>We’re been working with Carmen Zella for a pretty robust art plan for SP, highly curated public art that helps define the district. FSL mural called the Preciousness of the Hunt, is the first one in SP. We got this one for from from artist Faith47. FSL, parking lot owner approved, lift donated, BID paid for the paint. Plan for the year is events, art class events, sculpture pieces for Gil Lindsay plaza, plus more murals. Ideally a mural coming soon for the parking structure on 11th and Hope; then possibly a 3rd mural right here on Pico, but the issue is its short and we worry about it getting tagged. Lots of video art ideas, maybe can connect with Eric at hotel and AEG. Ours was the first mural to go through the new mural ordinance. Also meeting with head of cultural affairs and she can get behind a public art plan and possibly give us some money. Final component is tapping into the construction fees, and getting the 1% of fees to come back to the district. Michael – who owns it? DO Art Foundation owns it, and we’ve covered all of that.</p> <p>Looking also at the events coming in and tapping into their space or publicity to incorporate art into it. Looking into working on a pop up art walk for January.</p> <p>Margaritaville has a clothing line, and they will be renting out Michael’s space for a warehouse and storefront. Going to connect with Jessica.</p> <p>We had our first green carpet event to showcase new businesses, and encourage feet in the door. Huge success at first Monday night football event at</p> | |

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| | <p>ChocoChicken. Next month we'll be at the Briks probably on Oct 15, with Tom's Urban in November. Would be great to get the word to hotels and conventions.</p> <p>Working with Gumball 3,000 – an international car rally and exposee. They'll be all over the word in their fancy cars. One of their stops will ideally be LA, and we're working on making sure its here. Working potentially with the LA Autoshow.</p> | |
| Other Business | <p>4 city-wide conventions in October: Society of Women Engineers, 40% collegiate, Oct 23-25; Ultimate Women's Expo same weekend; SANACS – young group, Oct 16 -18 headquartered at Westin Bonteventuyre and will be shuttling in.</p> <p>Breast Cancer Walk – Saturday Oct 18, Figueroa closed completely. Rock n Roll Half Marathon – Sunday Oct 26.</p> | |
| Next Meeting: November 12, 2014 | | |

Meeting adjourned at am

NEXT STEPS:

- Radio spot ideas
- Tracking ad impacts
- Send Peter mural pics

Minutes taken by Amanda Irvine.